

ABSTRACT OF THE DISCLOSURE

A coupon issue system capable of issuing a coupon to grip a customer appropriately is provided. The coupon issue system issuing the coupon to a predetermined person via the Internet, which comprises a coupon issue information means guiding goods to be applied and informing the predetermined person that the coupon is issued based on an issue candidate list by e-mail, a coupon issue request receipt means receiving request to issue the coupon from a respondent who responds to this information, and a coupon issue means issuing the coupon to the respondent who requests to issue the coupon such that value of the coupon is to be different.